

Helsinki Rephotography

Wikimedia Finland

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Helsinki
Helsingfors

Name of the project: Helsinki Rephotography

1. Target group

1. Adults who especially benefit from exercise.
2. Secondary target group: People who are interested in photography, history and the development of the city.

2. Target group's need/challenge

Need for exercise in everyday life. Interest in their own neighbourhood and its history. A way of getting to know the city and new people.

3. Benefits of the activity to the target group

Encouraging exercise. Getting to know other residents. Getting to know the urban environment and history. Enriching common cultural materials.

4. Benefits to the organization

More open data, more selected and located photographs. New participants. Offline activity motivates online participation. Developing methods for participation.

5. Description of the activity:

Gathering and choosing photos together with museums or local associations. Presenting the results on social media, sharing photos and reusing them on Wikimedia Commons or Wikipedia. It's possible to take part anonymously or with a group.

6. How the target group is reached?

Presence at central library Oodi. Photos shared through the mobile app. Monthly contests. Through social media and our own networks and those of our partners and expert organizations.

7. Who is involved in the project?

Wikimedia Suomi leads the project, develops mobile app Ajapaik and has an information booth at Oodi. **Wikidocumentaries** acts as a connection to neighbourhood, local history and volunteer associations and organises photo safaris. **The photographic history society of Estonia** offers mentoring on crowd sourcing photography and maintains the Ajapaik platform.

8. Most important goals for the project

Reaching selected target groups through the mobile app: The number of photos taken and shared. Statistics from Ajapaik and from Android FIT API.

Developing methods for participation both online and offline: Publishing the results

Enriching open content: the number of located photos, the number of locations returned to the source database.

9. Schedule for the project

Starts 2018/11/1, ends 2021/11/1. Preparation for 4 months for testing the idea with pilot groups.

10. Amount of the grant: self-financing, amount of grant applied for, costs

One year: Self-financing: 22 000 €; Applied for 52 000€, costs 74 000€

3-vuotta: Self-financing: 66 000 €; Applied for 156 000€, costs 222 000€

Mark (x) the stage of the project

Evaluation	Said	Shown	Tried	Used	Habit
Target group	Estimation of the group	Statistics and research X	Test group	Focus on the group	Group found
Target group's need/challenge	Observation on need	Research X	Quick test on targeting the need	Longer pilot (1 week →)	Finished service answers a need
Novelty of the activity	Opinion	Public discussion	Forerunners (academic research, Start-ups) X	Alternative concepts	Competition
Organization's readiness to fulfill the project	Thought	Written plan, recognised partners	Partners and customers are engaged X	Results on tests and partnerships X	The organisation has the skills needed, funding and personnel

Target group

- Primary target group overweight adults who don't exercise.
- Secondary target group people who are interested in photography, history and urban development
- Members of the target groups are ready to use smart phones or already do. They are either already members of online communities or find it a natural channel for interaction
- The project also aims to promote multi-generational activities where participants may tell about local history or help each other with technology

Experiments:

In Estonia the biggest users of the Ajapaik mobile app are middle-aged men who are interested in the change in the environment. Through interviewing participants in photo excursions we also recognised a complementary female target group who is more interested in experiences.

Through five contact meetings for the project Wikidocumentaries we found another target group, usually older people who are interested in local history.

A need or problem solved by the project

- Members of the target group know that they need more exercise but aren't interested in sweating or competitive exercise.
- Not being fit may restrict the type of exercise they are able to do.
- These people aren't interested in organised exercise but prefer to do it on the own pace and find new things in their environment.
- Reasons may be bad physical health as well as rootlessness or loneliness. There may be no reason to leave their home.
- People still have a need to interact with others and a need to share their experiences and show their skills.
- Based on the experiences of Wikipedia editors, people have a need to take part in social activities in a way that lets them decide how much they reveal of themselves.

Benefits of the activity to the target group

- Rephotography gives a reason to leave their home and to get to know their surroundings. It also acts as a way to express themselves and to get to know other people interested in these things.
- It gives a way to exercise outside without sweating or competition as goals, it's more about exploring their surroundings and working as a group.
- The chance to take part anonymously offers an equal way to take part regardless of their background.
- Enriching cultural content gives the experience of working for a common goal. Sharing the enriched content acts as a way to get recognition and to get to know other people.
- Participants network both with each other and with the participating organisations.

How the benefits are estimated: Ajapaik is used in Estonia for completing information on images that are meaningful to themselves and for displaying local history. We will monitor this by following the number of photos shared on social media and if users become more active through Android FIT API.

Benefits to the organisation

- Getting new active participants
- Getting new images with open licenses to Wikipedia. Filtering interesting old photos. Improving further use of the photos.
- Improving the rephotography app.
- Returning location metadata to source databases
- Developing new ways to participate in communal data production. In our experience offline active enhances online participation. Games can also encourage people to act for a common goal.

Experiment: We are currently using the Ajapaik app for Wiki Loves Monuments competition to fetch images from Finna and to locate old photos when they are rephotographed. As a result we receive located photos with their coordinates in a machine-readable form.

After the competition we survey the participants on their experiences on rephotography and photographing cultural monuments.

Description of the activity

- The user uses a mobile app to find old photos that were taken nearby.
- After finding a location where a photo was taken the user rephotographs it, giving the old photo a location as well.
- The user can share photos they've found or the then-and-now photo pairs they've taken on social media to show change in the urban environment.
- Exploring the urban environment is a way to take charge of you surroundings. Discussing the photos creates a dialogue on the evolution of urban culture.
- Users can further use the located photos and then-and-now photo pairs by for example organising an photo exhibition on the change in their neighbourhood. They can also use the photos on Wikipedia.

Is the activity new? There has been rephotography on a professional level but as a crowd sourced activity for the general public it's new. There are various projects for locating old photographs globally but they usually use computers instead of visiting the locations.

Suitability of the activity for users: We tested the mobile app last spring with children and they were able to find the correct location and take a rephotograph.

How the target group is reached?

- Wikimedia Finland has an information booth at the Oodi library and will give hands-on tutoring on rephotography.
- The mobile app acts as an easily found tool to share old photos on social media. As they share the photos they are letting others know about the app.
- Monthly contests with public transportation tickets as prizes. They are useful for everyone, especially those whose financial circumstances limit their movements.
- Events such as photo excursions are used for reaching key people and channels that are connected to target groups, to gather feedback and to inform about the project.
- Channels: museums, schools, camera clubs, neighbourhood groups, local history groups, volunteer associations and store notice boards.

Experiment: During the Wiki Loves Monuments competition we advertised rephotography with Ajapaik. Our first result was that people weren't willing to install the app if they didn't see how it works first. **Wikidocumentaries** organised three meetings on rephotography for people interested in local history. The result was that people are best reached through their own channels. The experiment continues with publishing a video tutorial so that people can see how the app functions before installing it.

Who is involved in the project?

- **Wikimedia Finland** leads the project and develops the Ajapaik Android app. It is responsible for making sure that it's compatible with the Mediawiki platform and also has an information booth in Oodi library.
- **The photographic history society of Estonia** maintains the source code for Ajpaik and acts as a mentor for crowdsourcing rephotography and gamification and verifying the resulting data.
- **Wikidocumentaries**, a project for gathering local history, is a connection to cultural organisations and voluntary section organisations, like local history and neighbourhood groups. Wikidocumentaries organises the photo excursions.
- **Wikimedia Foundation** funds Wikimedia Finland with an annual grant, offers server space and provides technical support.
- Aalto University tenure track professor **Eetu Mäkelä** helps with developing a way to return the enriched data to GLAM organisations.
- **HSL** offers prizes for the monthly contests

Biggest goal/indicators

- Use of the service is measured by the number of photos taken, viewed and used. The goal for the first year is a 1000 users who have uploaded a photo.
- Physical activity is measured through Android FIT API.
- Satisfaction of the users of the Android app is measured through reviews and statistics from Google Play store. Our goal is to raise the rating from three to four stars.
- For enriching open content we monitor the number of photos that have been uploaded to Wikimedia Commons in real time, the number of photos that have been given new locations and if it's been accepted to the source database.

Schedule

November: Gathering feedback from early adopters, installing the things required by Ajapaik to Wikimedia servers.

December: Opening of the information booth in Oodi.

January: Ajapaik runs from Wikimedia servers. Gathering feedback from early adopters.

February: Selecting interesting photos for rephotography. An indoor photo excursion to for example Helsinki main railway station.

March: Publishing the project on our blog and Facebook, the first photo excursion with a neighbourhood group. Starting monthly contests.

April: Photo excursions with special groups to get feedback

May: Creating an album in Ajapaik of places that are only open in the summer.

June: Testing the scoring system and virtual prizes.

Heinäkuu: Photo excursion to a place that's only reached in the summer.

Elokuu: Photo excursion to a place that's only reached in the summer.

Syyskuu: Wiki Loves Monuments 2019 competition with a Helsinki-themed rephotography track.

October: Taking part in a cultural hackathon, like Hack4FI with photos from the competition.

- During the second and third year we'll continue the schedule
 - Winter is for preparing activities for next year and photography indoors.
 - In March we start to encourage people to go outdoors.
 - We'll have regular photo excursions.
 - In September there's Helsinki-themed rephotography track in Wiki Loves Monuments.
 - We'll take part in cultural hackathons.
- The theme for the second year is to reach the targeted group through partnerships with relevant organisations.
- During the third year our goal is to make the activity self-sustaining. Instead of organising events, we'll help others to organise them.

Budget

	Year 1	Year 2	Year 3	Further information
Revenue				
SAPG grant	14 000 €	14 000 €	14 000 €	Annual grant from Wikimedia foundation
City of Helsinki	52 000 €	52 000 €	52 000 €	Grant from the city of Helsinki
Server space and support	3 000 €	3 000 €	3 000 €	In kind, Wikimedia Foundation server space and technical support
Voluntary work	4 000 €	4 000 €	4 000 €	Voluntary work (approx. 400 h)
Prizes	1 000 €	1 000 €	1 000 €	Confirmed participation from transport authority and a calendar of rephotographed photos
Revenue total	74 000 €	74 000 €	74 000 €	66 000 € funds, 8 000 € other
Expenses				
Wages	33 600 €	33 600 €	33 600 €	2 part-time (12 months * 3 500 €/kk * 40 %)
Social security costs	15 100 €	15 100 €	15 100 €	factor 1.45*gross wages
General expenses	4 000 €	4 000 €	4 000 €	~5 % of total expenses
Travel expenses	1 500 €	1 500 €	1 500 €	Travel inside Helsinki
Server space and support	3 000 €	3 000 €	3 000 €	In kind, Wikimedia Foundation server space and technical support
Hardware	1 000 €	1 000 €	1 000 €	Mobile phones for testing, a tablet
PR	2 400 €	2 400 €	2 400 €	Printing costs, Facebook ads, Google ads, about 200 €/month
Events	2 400 €	2 400 €	2 400 €	Photo excursions, about 200 €/month
Prizes	7 000 €	7 000 €	7 000 €	Prizes for contests; 120 monthly cards for public transport
Voluntary work	4 000 €	4 000 €	4 000 €	400 h, organising events and background work for gamification
Expenses total	74 000 €	74 000 €	74 000 €	66 000 € funds, 8 000 € other

Further information

A video that demonstrates the app

- <https://drive.google.com/file/d/1hffRQ8slrhVx2lmgWvlg90PnLzRILsVg/view>

Current version of the Ajapaik Android App on Google Play store and Github

- <https://play.google.com/store/apps/details?id=ee.ajapaik.android>
- <https://github.com/Ajapaik/ajapaik-android-app>

Wikimedia Foundation has approved the use of Wikimedia Finland's SAPG grant for the self financing portion during the first year of the project.